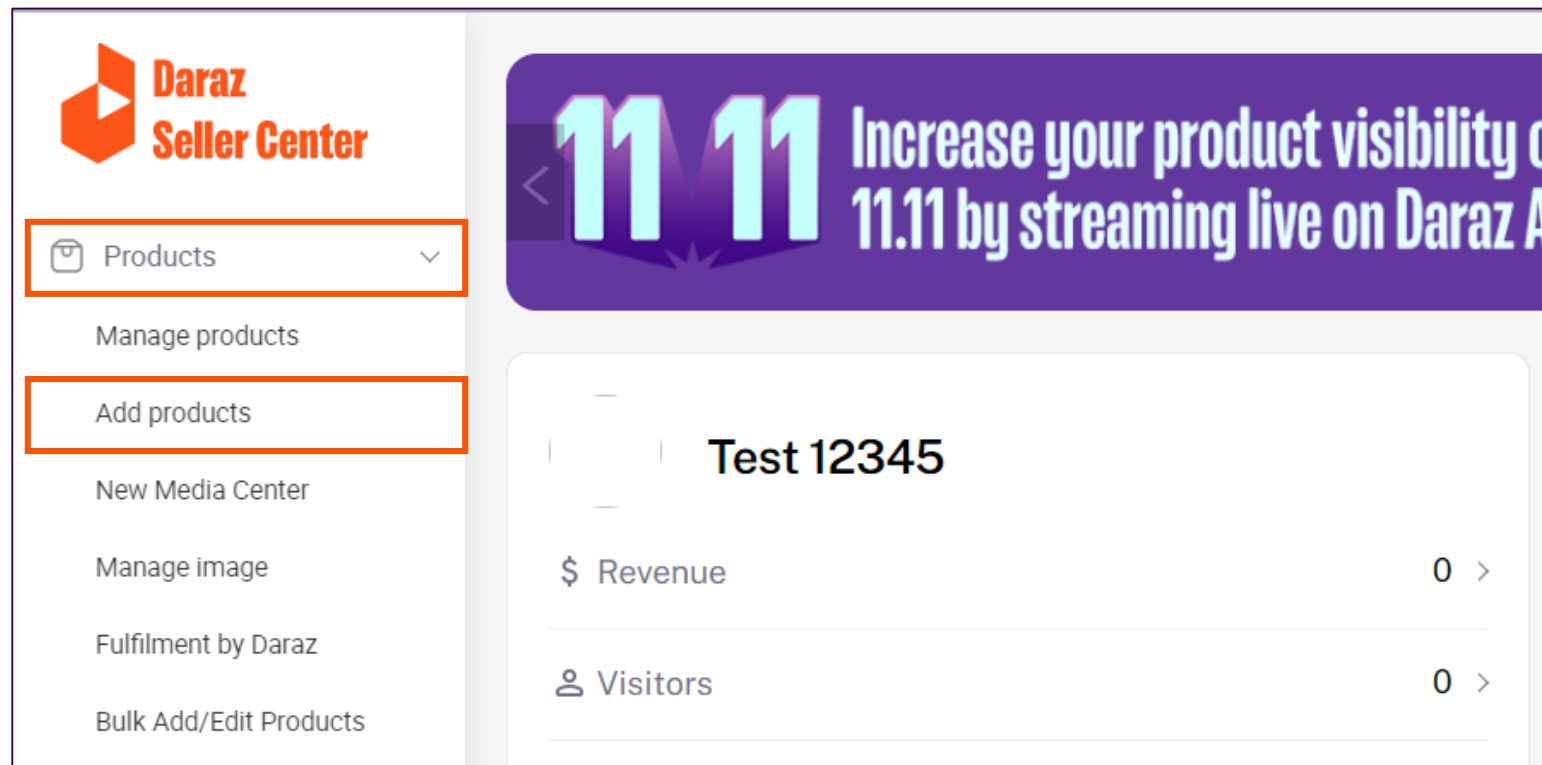


Guide To Product Listing (Uploading A Single SKU)

Product Listing

In this presentation, you will learn how to list a single product on Seller Center. This step by step process requires you to fill out various fields for maximum product visibility on the Daraz website!

1. Login to the Seller Center. **Go to 'Products' Tab, Click on 'Add Products'**



Product Images & Video

2. You will now arrive at 'Add Product' Page. Fill in the Basic Information. For example, we will list a television to be sold on Daraz

Product Images: In this, you can now add multiple images of your product through media center or upload from your computer. This includes adding a cover photo and 7 other images of your product directly.

Video URL: If there is a YouTube video demo of your product, you can add the link here


Basic Information


Switch to Old Version


Product Images & Video


Your product images is the first thing your customer sees on the product page.


Product Images ⓘ
Upload between 3 to 8 images



Cover Photo *



image 2



image 3


image 4


image 5


image 6


image 7


image 8

[Media center](#)

Video URL ⓘ

SHOW LESS ⌵

Basic Information

3. Fill in your Product Information

Product Name: Use the following formula to name your products - this formula may vary for different product categories - use all relevant keywords to make sure your product is found when customers search **[Brand Name] + [Model Name] + [Key Product Specification] + [Product Name] + [Color]**

You can also translate the name to Urdu automatically by clicking the Translate button.

Category: Select the relevant category for your item, you will also be able to see category recommendations according to the product name you input or you can manually select.

Brand: Input the brand name of your product. If your product does not have any brand name, simply select 'No brand'.

Product Information

Having accurate product information raises discoverability.

Product Name * ⓘ

English

camera

6/255

Pakistan

کیمرہ

10/255

Translate

Recommended Category

☐ Mobiles & Tablets>Mobile Accessories>Phone Cases

☐ Mobiles & Tablets>Mobile Accessories>Screen Protectors

☐ Cameras>Camera Accessories>Tripods & Monopods>Tripods

☐ Mobiles & Tablets>Mobile Accessories>Phone Camera Flash Lights

☐ Cameras>Security Cameras & Systems>IP Security Cameras

should be more than 10 characters

Category * ⓘ

Mobiles & Tablets / Mobile Accessories / Phone Cases

Q

Recently used

Product Attributes * ⓘ

0/6 filled

Brand * ⓘ

Nikon

Type (case/cover) *

Back Cover

MORE ATTRIBUTES ⌵

Product Highlights

4. Fill in the highlights of your product

Input the top highlights or key features of your products. These key features are the first specifications of your product that will be seen by your customers

Buyer Promotion Page: Add a White Background image directly. This image will be shown on search results pages, promotion pages etc. and will help you get more visitors. For Fashion-related products, you will need to add a long image as well that shows your complete product.

Short Description: Try avoiding basic features such as long lasting, high-quality etc.

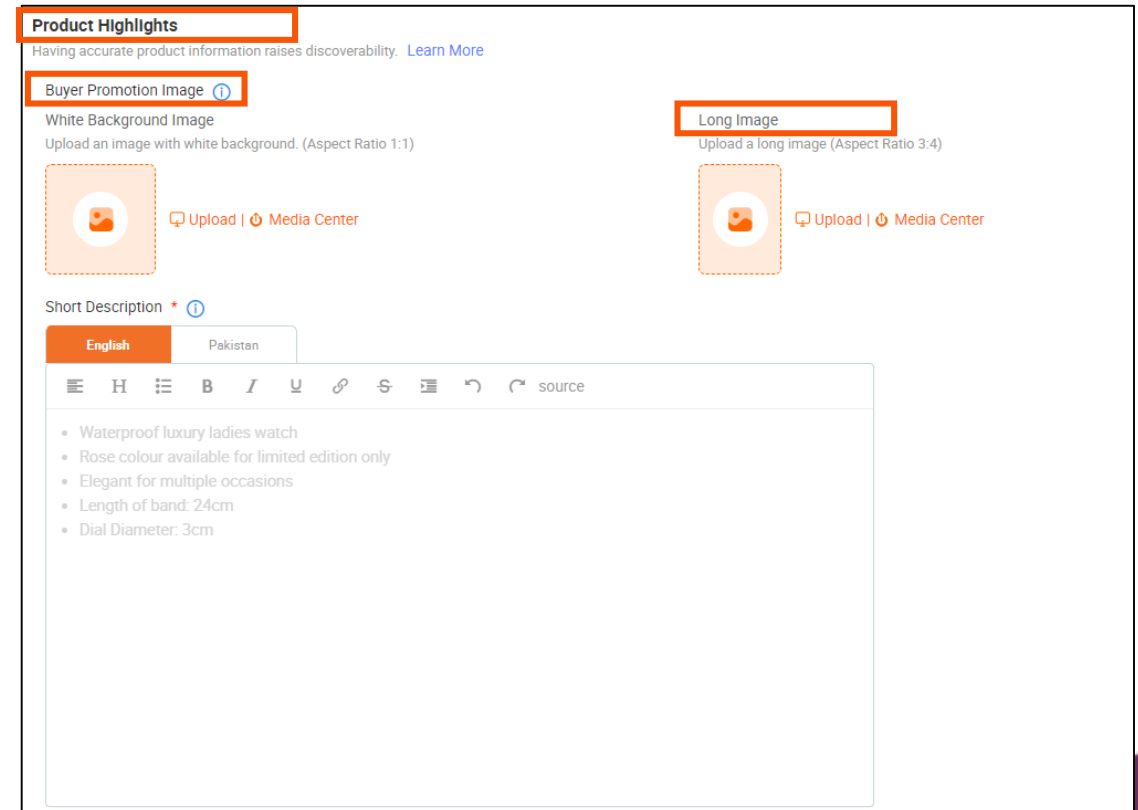
Using these will not help you stand out from the other products and will make it difficult to convert visitors to customers

Your product Key Features should be specific and mention details like:

- *Type of Warranty (If Applicable)*
- *Screen Size*
- *Screen Type*
- *Other key features such as (HDR)*

You can also add the description in the local language.

What's in the box?: Write the quantity and name of all products in the package received by the customer



The screenshot shows the 'Product Highlights' section of the Daraz Seller Center. It includes a 'Buyer Promotion Image' section with a 'White Background Image' upload area and a 'Long Image' upload area. Below these is a 'Short Description' section with a text editor. The text editor has tabs for 'English' and 'Pakistan'. The 'English' tab is active, showing a list of bullet points: 'Waterproof luxury ladies watch', 'Rose colour available for limited edition only', 'Elegant for multiple occasions', 'Length of band: 24cm', and 'Dial Diameter: 3cm'. The 'Pakistan' tab is also visible.

Product Highlights

Having accurate product information raises discoverability. [Learn More](#)

Buyer Promotion Image ⓘ

White Background Image
Upload an image with white background. (Aspect Ratio 1:1)

Long Image
Upload a long image (Aspect Ratio 3:4)

Short Description * ⓘ

English **Pakistan**

• Waterproof luxury ladies watch
• Rose colour available for limited edition only
• Elegant for multiple occasions
• Length of band: 24cm
• Dial Diameter: 3cm

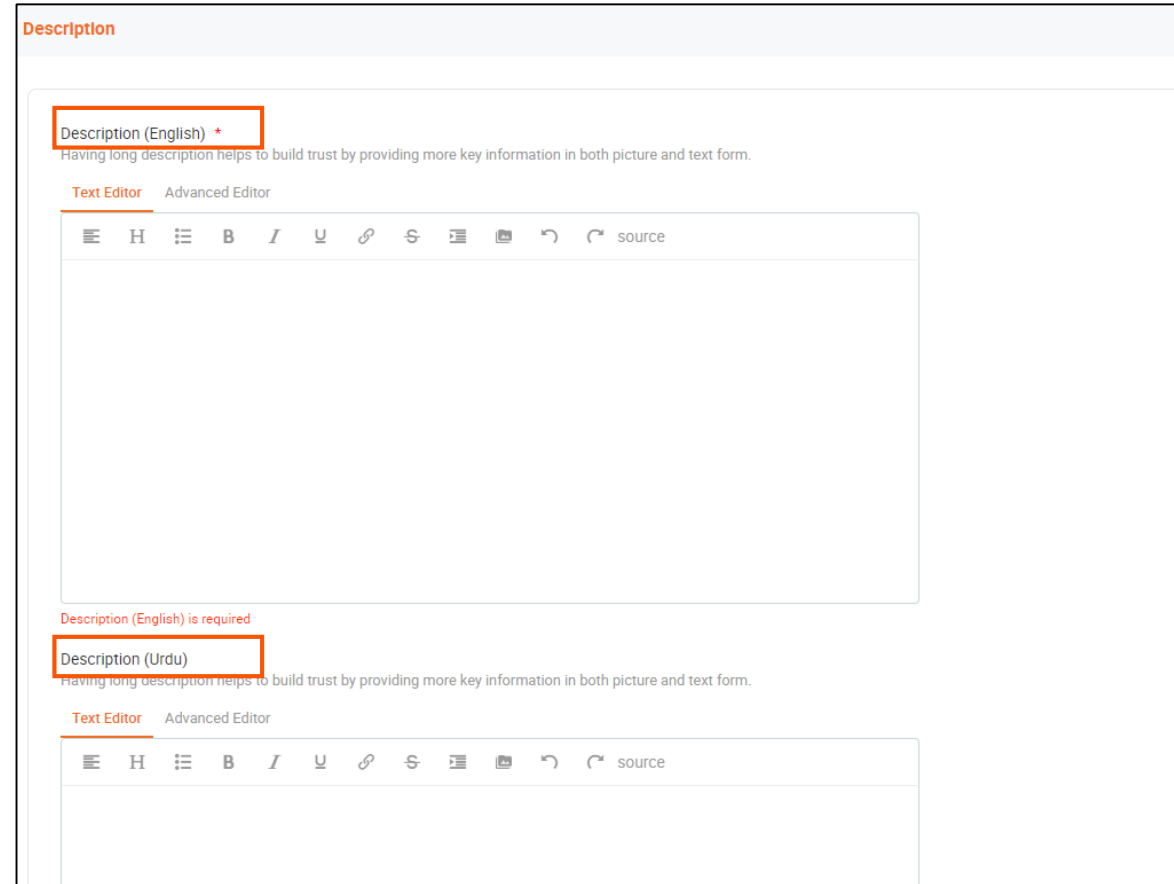
Product Description

5. Fill in a detailed description of your product.

Description (English): Fill in the other detailed description and related content of your product. This is the part which will set you apart from your competitors. Focus on:

- High Quality product images which highlights your product
- Product Branding to help visually attract customers
- Detailed product description showcasing specific key features of your product

Description (Urdu): If you want to add an Urdu language description as well, you can simply add it in this box.

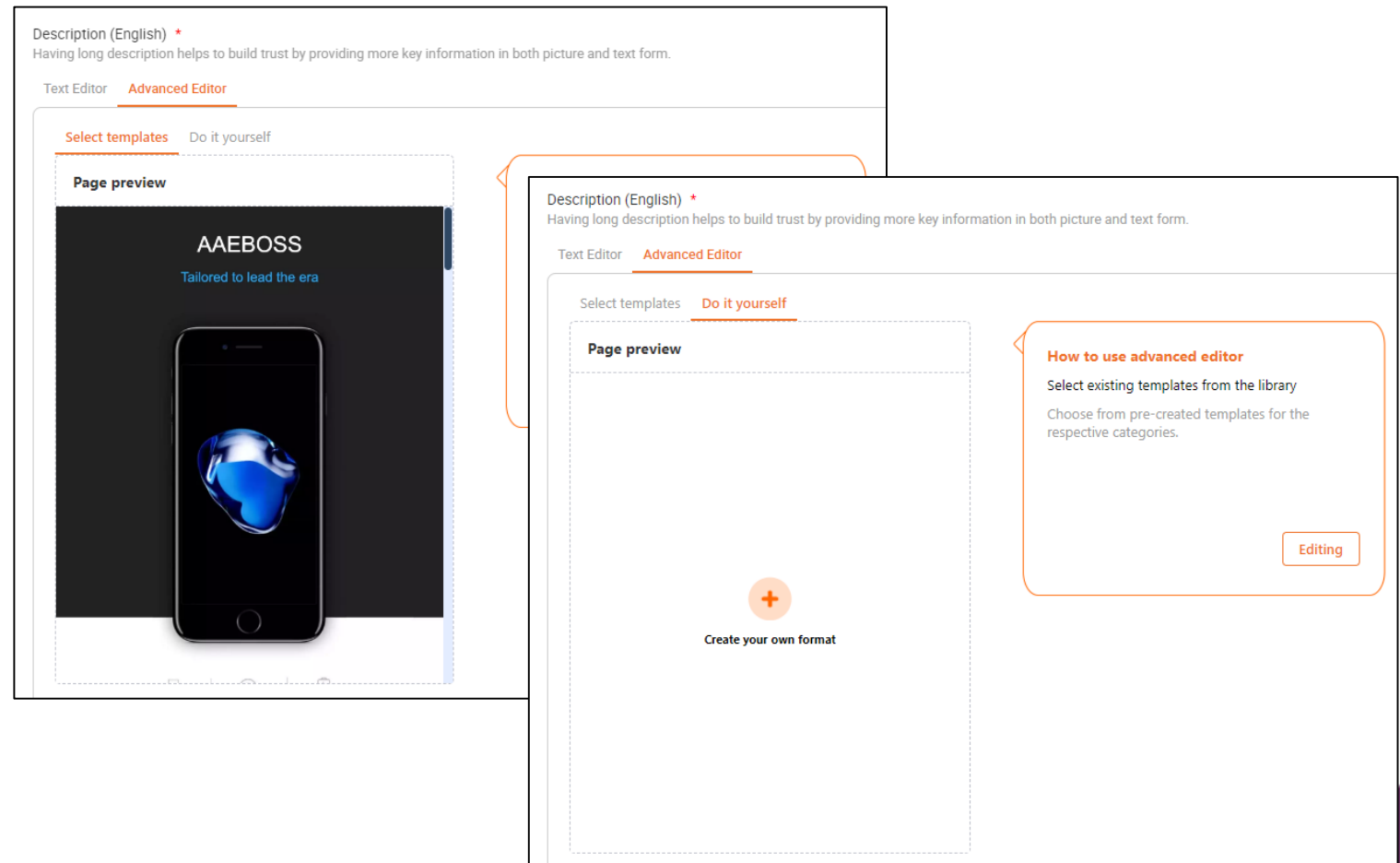


The screenshot shows the 'Description' section of a product listing form. It features two text editors, one for English and one for Urdu. Each editor has a 'Text Editor' tab selected and an 'Advanced Editor' tab. The English editor is highlighted with a red box and has a red asterisk next to its label. Below the English editor, a red message states 'Description (English) is required'. The Urdu editor is also highlighted with a red box. Both editors have a rich text toolbar with icons for bold, italic, underline, link, unlink, list, and image. The background of the form is light gray, and the text editors have a white background with a light blue border.

Product Description – Advanced Editor

You can also use the **Advanced Editor** to showcase your product in an attractive manner.

The Advanced Editor has templates for descriptions of different categories and an option for you to create your own template.

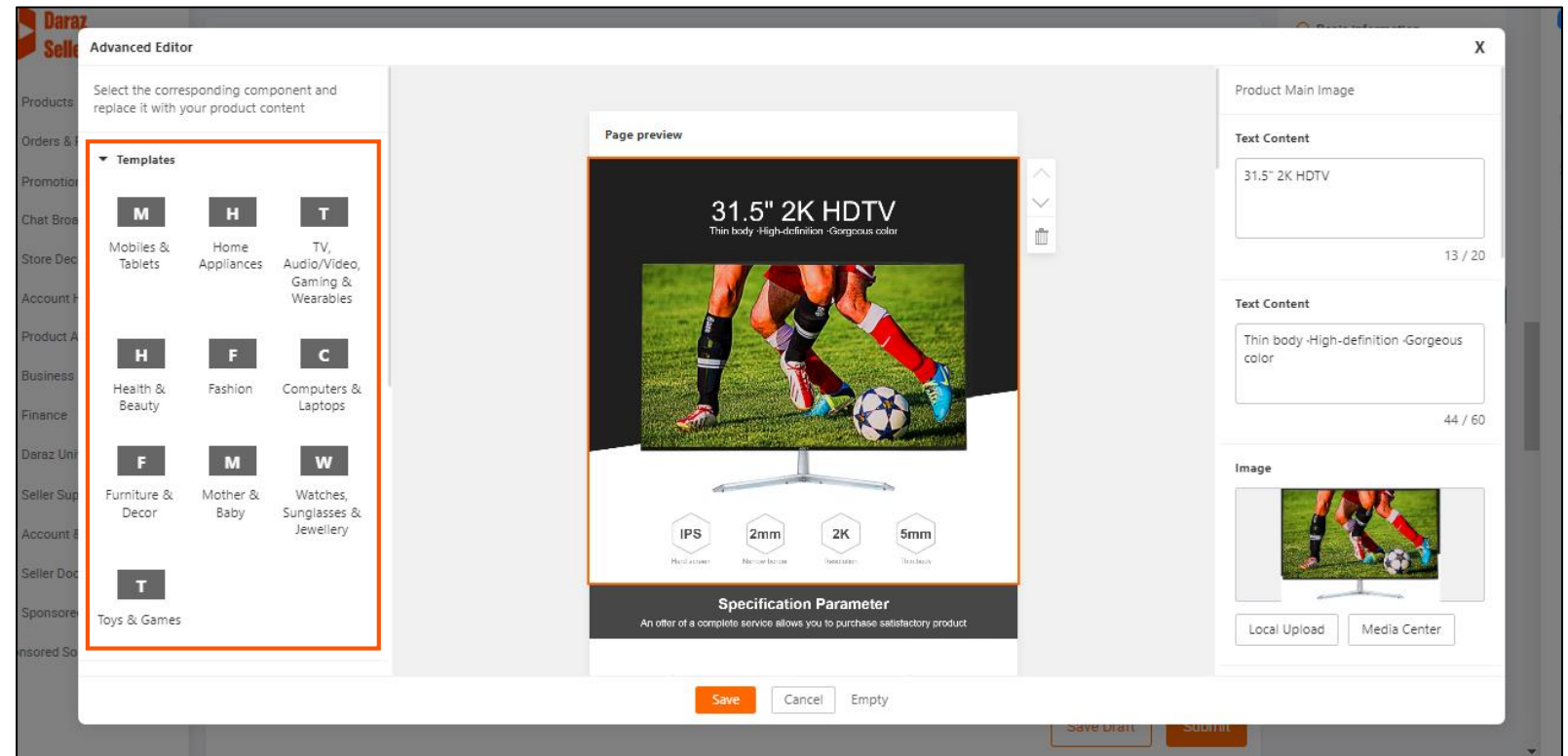


Product Description – Advanced Editor Templates

The Advanced Editor has templates for descriptions of different categories as shown in the image on the right.

You can choose different fields on the template and add:

- Text content
- Image(s)



Product Variants, Price & Stock

6. Create variants of your product and add the price & stock

Color Family: Input the color of your product.

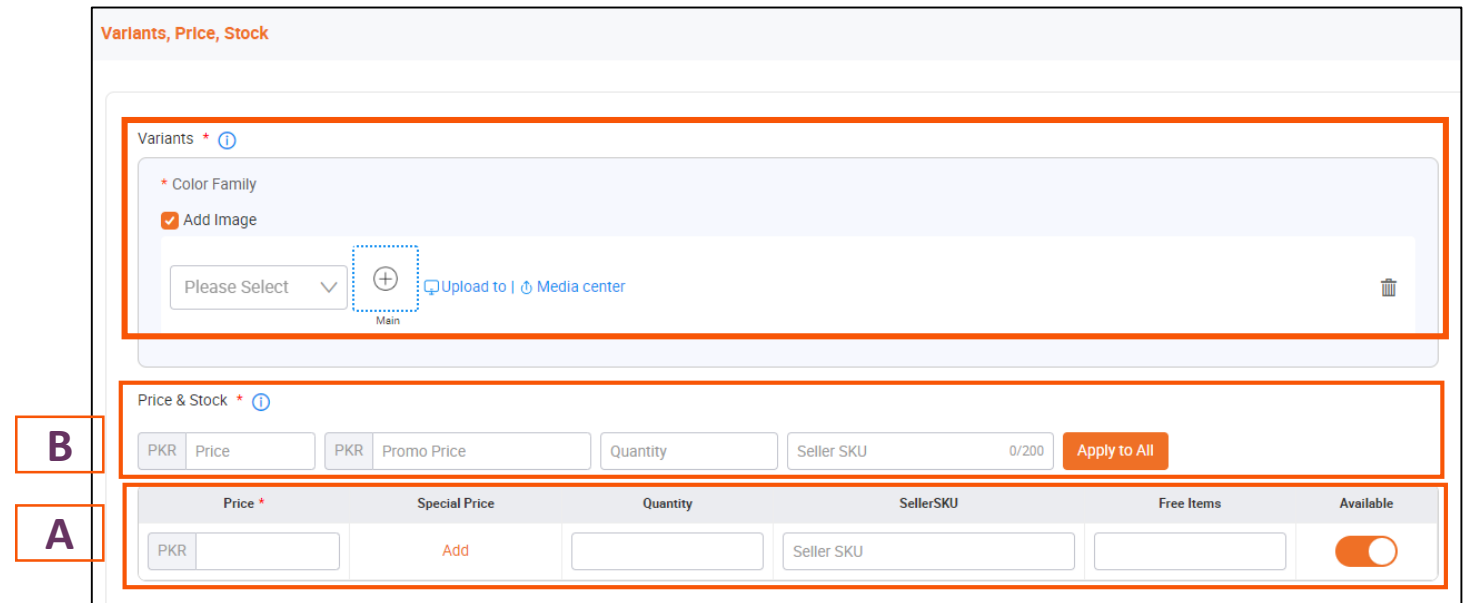
After you select the color of your product, you can start creating your SKUs.

As you create the SKUs, they will start appearing on the bottom.

For your SKU **(A)**, fill in:

- Price
- Promo Price/Special Price
- Quantity of your product
- Seller SKU - A unique code to identify your product.
- Free Items (if any)

To update any of the above details for all SKUs, you can use the bulk update option as shown in the image **(B)**.





Variants, Price, Stock

Variants * ⓘ

* Color Family

☒ Add Image

Please Select  [Upload to Media center](#) 

Price & Stock * ⓘ

PKR Price PKR Promo Price Quantity Seller SKU 0/200 **Apply to All**

Price *	Special Price	Quantity	SellerSKU	Free Items	Available
PKR <input type="text"/>	Add	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>

Product Variants, Price & Stock

For Fashion-related products, there is an option to add a **Size Chart** as well.


You can add separate size charts for different variants of the products.

The chart is available in different types as well such as EU, UK etc.

Variants * ⓘ

* Color Family

☒ Add Image

Please Select  [Upload to Media center](#)

Main

* Size

Please Select EU other Full Look UK HEIGHT Suit Only Int US Collar

Size Chart

Select a size chart + Create New

Size Chart

Dresses for Women + Create New

Hide the chart

Update Size Chart

US	UK	EU	INTL
0.0	4.0	32.0	XXS
2.0	6.0	34.0	XS
4.0	8.0	36.0	S
6.0	10.0	38.50	M
8.0	12.0	40.0	L
10.0	14.0	42.0	XL
12.0	16.0	44.0	XXL

Dresses for Women

note: Measurements shown above are in cm

Content Score

Qualified

Tips | Size Chart

Include a size chart if applicable to boost customer confidence in their purchase, increase sales, and reduce returns. [Click here](#) for a guide to Daraz size chart feature.

Service & Delivery

7. Fill in the service & delivery for your product

Warranty type: Select the type of warranty if applicable on your product
Also fill additional fields such as your warranty period and warranty policy

Package Weight: Fill in the weight of your parcel in Kilograms (KG)

Package Dimensions: Input the dimensions of your package in centimeters (cm)

Click on more to reveal additional fields which you can fill with information of your product such as:

Dangerous Goods: Select the type of good your product is

8. Click on Submit

Your product is now created and will be reviewed by our Quality Control Team

Once approved your product will be visible on Daraz Website with all of the content you have mentioned in your product description and other fields

Delivery

Please ensure you have entered the right package weight (kg) and dimensions (cm) for accurate shipping fee calculations. [Learn More](#)

Package Weight (kg) *

Package Dimensions (cm) *

Length (cm)

Width (cm)

Height (cm)

Dangerous Goods

☐ Battery ☐ Flammable ☐ Liquid ☐ None

Delivery Option Standard

Yes

No

SHOW LESS ↗

Save Draft

Submit

Content Score

Highlights * ⓘ

English

Pakistan

≡ H ≡ B I U ↻ ↺ source

Highlights is required

What's in the box

1 x iphone 11 with charger and cable

SHOW LESS ↗

Service & Warranty

Content Score

To be Improved

Improve content score

Highlights is required

Go To

Description (English) is required

Go To

Sku Price required

Go To

Tips | Product Name

Keep your title concise but clear. Provide necessary details such as brand, model, color. Do not add repetitive words. Please note that product names must be in Title Case and should not contain any special characters (# ! ?) except if it's a part of a trade name. [Click here](#) to learn more about setting the right product titles.

The Content Score feature automatically checks issues with your product content and provides tips to improve it.

This will help you resolve any issues with the content right there. You may choose to learn more about the issues on Daraz University as well.

Daraz Policies

It is important to be aligned with all Daraz policies when listing your products on Seller Center



Category Restriction Policy

Learn about our restricted categories, the reason for the restriction, and how you can sell items within these categories on Daraz



Prohibited Items

Learn about refraining from uploading prohibited products and others like them onto the website as the Quality Control team will immediately reject them



Restricted Brands

Learn which brands are restricted to be sold on Daraz without any authorization

Note: You can find these policies on Daraz University.

WISHING YOU A GREAT SELLING EXPERIENCE!

For more tutorial, courses and policies,
Visit Daraz University

